TELEVISION Forecast

OCTOBER 18 TO OCTOBER 24 INCLUSIVE

WBKB PROGRAM DIRECTOR

WBKB WENR-TV WGN-TV

WTMJ-TV, Milwaukee

Channel 4 Forecast

Kukla, Fran & Ollie
7:00 - 7:30 Daily
"Greatest Show on Television"

Ford Theater 6:30 to 7:30
Sunday Oct. 24

Football—Rockets vs. Dodgers
Sunday Oct. 24, 1:55 P M.

Telenews 7:50 Monday
Thru Friday

★ Channel 4

WBKB
Balaban & Katz

Editor's Report:

Behind the Scene Facts

A young television fan, an energetic high school boy of 16, called us up last week and asked if we would answer a few questions. He had recently constructed his own tele-receiver from a kit given to him by his parents, and was naturally proud of it.

"Television is great," he told us, "but my family and I cannot understand some phases of it, especially the programming with all of its changes."

So, we took it upon ourselves to answer the interested youth, and his parents. We did it in the form of a trip through a Chicago television studio, and as questions were asked the answers unfolded as our party witnessed the hundreds and hundreds of motions, details and plans made and enacted to provide video entertainment.

Last minute changes in programming can be disappointing. The publishers of *Television Forecast* regret they occur; so do our daily Chicago newspapers who are experiencing similar difficulties what with printing deadlines necessary for any publication.

Most last minute changes in TV programs are not deliberately enacted by the studios. There have been instances where stations have planned a series of shows, announced them to the public, and then have chopped them off the screen without explanation. The result, naturally, is confusion to our readers who rely on accurate program listings in our magazine.

What we are about to say may be challenged, but we are going to let it stand:

> Television, at present, is giving Chicago more in its early years than radio did in its first 15 years.

New shows sometimes last only a few weeks before they are found not adaptable to television, and just as important —they do not find support from interested sponsors.

Our switchboard has been swamped with phone calls from readers wondering why the pro football games are not being televised. As of this writing, the answer lies in the huge rates being asked for television rights to telecast such games. At first, pro football team officials wanted $10,000 a game; with no nibbles the rates were slashed to $5,000. Until some sponsor accepts these terms, video will be unable to present all midwest games being staged here.

Because *Television Forecast* is in no way affiliated with any Chicago video station it is able to criticize imperfections in television and will continue to do so in a constructive manner. The result eventually will be better programming, and fewer last minute changes. We will continue to solicit the ideas of our readers, asking them for opinions on current shows, and suggestions for new shows.

(*Continued on page* 14)

TELEVISION Forecast

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Television Forecast for

Monday

October 18, 1948

WENR-TV Channel 7

7:00—STUMP THE AUTHORS. Stories in the making.
7:30—FILM SHORTS.
7:45—POLITICAL TELECAST. In behalf of Mal Coghlan, Republican candidate.
8:00—VAUDEO VARIETIES. Eddie Hubbard as emcee.

WGN-TV Channel 9

6:30—LITTLE BORDY.
7:00—FILM.
7:30—PHOTOGRAPHIC HORIZONS. Du-Mont Television Network tag line.
8:00—CHICAGOLAND NEWSREEL. Local, national and international news.
8:15—SPORTSMEN'S CORNER. Jack Brickhouse with sports news and guests.
8:30—CHICAGOLAND TELEVISION MYSTERY THEATER. Live studio drama with Gordon Urquhart as detective Jeffrey Hall.
9:00—"THAT HAMILTON WOMAN." Alexander Korda feature film starring Vivien Leigh and Lawrence Olivier.
10:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree."
7:30—SHOPPING WITH DINNY. Accompany this Miss on a mythical tour of Chicago's department stores.
7:50—TELENEWS with Jim Ameche.
8:00—GALLUP ELECTION REPORTS.
8:15—BUD YOUNG and RICHY VICTOR.
8:30—WRESTLING from the Midway Arena with Russ Davis announcing.
10:30—NEWS. "Today's World Picture."

WTMJ-TV Channel 3

7:00—LET'S LOOK AT THE NEWS. Day's headlines in news pictures.
7:10—TV PREVIEWS. Summary of coming events on television.
7:15—FILM PROGRAM.
7:30—NBC AMERICA SONG. Vocalists, dance teams, ballads, kinescope.
7:50—TELEFILM SNAPSHOTS.
8:00—ABC VIDEO VARIETIES. From Chicago.

(Subject to Change)

PATSY LEE, singing star of the Breakfast club, will be Bob Lee's guest on Moments of Melody Oct. 19 at 9 p.m. on WGN-TV, channel 9.

WENR-TV Presents Amateur Bouts

Boxing bouts from Chicago's Rainbo Arena are telecast each Tuesday over WENR-TV, 9 to 11 p.m. Eight three-round bouts are telecast each night, and at the completion of thirteen weeks, championship bouts will be fought.

To make the fights more competitive, sportsmanship awards are being given to winners in each weight class. The outstanding boxers of the entire tournament will be selected by a jury headed by Capt. Roy E. Davis, chairman of the boxing committee of the Central A.A.U.

Bouts are being announced by Wayne Griffin.

Knickerbocker Show Moves To Thursday

The Knickerbocker Show, WBKB's popular amateur hour, has moved to Thursdays 8 p.m. where it will stay for a "long time," according to its originator, Russ Davis. In its new spot the show will emanate from WBKB's studios instead of the Knickerbocker hotel.

Ed Roberts will continue to emcee the show and Russ Davis will handle commercial chores.

WENR-TV to Carry Nation's Balloting

A picture of the nation's balloting on the night of the presidential elections, Tuesday, Nov. 2 will be presented by WENR-TV as part of an ABC network telecast.

A total of 12 major metropolitan video stations will carry the returns and analyses of the election trends in the east and middlewest. Originating in the studios of WJZ-TV, New York, the program will be fed to Chicago via coaxial cable, and will include WTMJ-TV, Milwaukee.

Gov. Green To Use Television Time

Governor Dwight H. Green will carry his campaign for reelection in November into television over WGN-TV, with the channel 9 station scheduling telecasts for October 25 and November 1. As this issue went to press, no announcement was received from the office of Adlai Stevenson, Democratic candidate for the office.

Television Forecast for

Tuesday

October 19, 1948

WGN-TV Channel 9

6:30—LITTLE BORDY. Children's show featuring the famous puppeteer, Art Nelson.
7:00—KEY TO THE MISSING. DuMont Television Network feature.
7:30—MAN ABOUT TOWN. Hal Stark introduces interesting people and events around town.
8:00—CHICAGOLAND NEWSREEL with Spencer Allen.
8:15—SPORTSMEN'S CORNER. Jack Brickhouse is host.
8:30—FILM.
9:00—MOMENTS OF MELODY. Patsy Lee is Bob Lee's guest.
9:30—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.
7:00—KUKLA, FRAN AND OLLIE. Puppet show for the whole family.
7:30—KUP'S SHOWUP.
7:45—FILM.
7:50—TELENEWS with Jim Ameche.
8:00—AT OUR HOUSE with Jim and Edie Dexter.
8:12—FILM.
8:18—MIDGET BOXING with Jim Ameche announcing.
8:30—MEET THE ROCKETS.
8:44—FILM SHORT.
9:00—NEWS. "Today's World Picture."

WENR-TV Channel 7

7:00—NEWS with Wayne Griffin.
7:15—FILM SHORTS.
7:30—To be announced.
8:00—FILM.
8:30—GRANDSTAND QUARTERBACK. Highlights of Chicago Bears football games.
9:00—BOXING. From Rainbo Arena.

WTMJ-TV Channel 3

7:00—LET'S LOOK AT THE NEWS. Headlines in news pictures.
7:10—YOU ARE AN ARTIST. NBC kinescope with Jon Nagy.
7:30—ABC PROGRAM FROM CHICAGO.
8:00—ABC WEEKLY FILM FEATURE. From Chicago.
9:00—ABC BOXING from Rainbo Arena in Chicago.

(Subject to Change)

Television Forecast for

Wednesday

October 20, 1948

WBKB Channel 4

6:45—TIMELY TIPS.
7:00—KUKLA, FRAN AND OLLIE. Children's puppet show.
7:30—LITTLE OTTO. An animated cartoon.
7:35—FILM.
7:50—TELENEWS with Jim Ameche.
8:00—TELE-CHARADES with Ed Roberts.
8:30—MEET THE BLACKHAWKS with Joe Wilson.
8:45—FILM.
9:00—NEWS. "Today's World Picture."

WENR-TV Channel 7

7:00—SPORTSEEN.
7:15—FEATURE FILM.
8:30—WRESTLING from Rainbo Arena.
9:00—WRESTLING from Rainbo Arena.

WGN-TV Channel 9

6:30—LITTLE BORDY.
7:00—DOORWAY TO FAME. Variety show from DuMont Network.
7:30—PERSONALITY PROFILES, with Dorsey Connors.
7:45—ALAN DALE SHOW. The popular baritone in a DuMont Television Network feature.
8:00—CHICAGOLAND NEWSREEL.
8:15—SPORTSMEN'S CORNER. News and interviews.
8:30—FASHIONS ON PARADE. DuMont Network feature, with Adelaide Howley.
9:00—CLUB TELEVISION. Chicago's original video night club, with stars of the entertainment world and music by Bob Trendler's orchestra.
9:45—CHICAGOLAND NEWSREEL.

WTMJ-TV Channel 3

4:00—NANCY GREY WHAT'S NEW. Women's features.
4:30—HOWDY DOODY. NBC kinescope recording for children.
5:00—CYCLOPS CLUB with Norman Clayton program for children.
7:00—LET'S LOOK AT THE NEWS. Headlines in news pictures.
7:15—FILM FEATURETTE.
7:50—NBC CAMEL NEWSREEL.
8:00—THE GRENADIERS. Full band, comedy and variety from Radio City.

(Subject to Change)

JACK OWENS continues his cruising as a crooner on TV, climaxing his songs with such moments as the above. It's work, he claims! He's the star of "Jack Owens Sings" on WENR-TV 7:30 p.m. each Tuesday.

Kukla, Fran, Ollie Complete First Year

One year of television history. One year old October 13th!

If you heard fireworks going off, or if Halley's comet seemed to dip to earth on that day—it was only in honor of Kukla Fran and Ollie who celebrated their first anniversary on the video lanes of WBKB.

Kukla, who rivals Elsa Maxwell in the matter of handling important occasions, planned the gala birthday party.

One year ago on October 13, Kukla Fran and Ollie, with little fanfare, made their first appearance on WBKB. As planned then, the program was aimed at children. But adult reaction was so enthusiastic that WBKB's executive producer, Beulah Zachary and director Lou Gomavitz realized that they had in Burr Tillstrom's puppets and in Fran Allison's winsome personality that rare program combination that pleases all ages. Reports began to drift in that workmen were stopping off on the way home at neighborhood bistros just to see the show. Women requested that the show be scheduled later in the evening when they could devote full attention to it. Eventually the time was changed.

Now, in its half hour form KFO have struck their stride in the 7-7:30 p.m. spot.

Playful Parrot Cuts Comic Capers

The parrot appearing on the Sun-Times Comic Capers over WBKB along with Bob McElroy and Handy Andy, Jr., is strictly on probation, director Ew Roden reports.

On the first audition of the show "Polly" refused to stay on her perch. She wandered down to the floor and behind a set where WBKB cameras could not catch her.

On the second audition she nipped a crew member's finger. The third time "Polly" literally "flew the coop." With a frightening flurry of wings, she flew up to the ceiling and remained there, haughty and aloof, for the remainder of the program.

Neither Bob McElroy nor Handy Andy, Jr., have any influence on the willful creature and anything can happen when the show is on the air. It is even possible, according to a whispered report, that if boys and girls do not behave, or stick their fingers too close to the television screen at home, "Polly" will fly through the glass and *nip them!*

On the Cover

"How a Director Feels Just Before a Show" is how we labeled this photo of Ed Roden. Roden should know, since he directs five WBKB shows. There is some dispute as to whether this was a posed picture.

Mike Shay Photo

Got Some Ideas? Contact WBKB

Are you nursing that great television idea—the one that will do for the new video industry what "Birth of a Nation" did for film? If so, WBKB is looking for you.

Every Thursday Chicago's pioneer station will throw open its doors to outsiders who have bona fide ideas. They will be able to explain their ideas to WBKB's planning board of directors, producers and writers.

Ideas must be screened in advance and should be in written form; appointments should be made well in advance.

WANT TO SEE A SHOW FROM OUR SIDE?

You are cordially invited to visit our studios and watch an actual, live television show in production. For tickets, merely write to the American Broadcasting Company, Guest Relations Dept., Room 1614, Civic Opera Building, Chicago 6, Ill. Or, if you're near the building, drop in at ABC's Civic Studio Ticket office and tell us which of these great feature shows you would like to see.

•

DOLLARS AND SENSE
Sundays, 7:00 to 7:30 P.M. Unique audience-participation for prizes.

JACK OWENS SHOW
Tuesdays, 7:30 to 8:00 P.M. The "Cruising Crooner" of the Breakfast Club, with Rex Maupin's orchestra.

SUPER CIRCUS
Saturdays, 9:00 to 10:00 P.M. Vaudeville acts from under the "big top."

VARIETY HOUR
Mondays, 8:00 to 9:00 P.M. Top talent from radio, stage and screen, featuring Eddie Hubbard as m.c.

WATCH
CHANNEL 7
WENR-TV
Key Station — Midwest Network
American Broadcasting Company

Television Sells Sports To Fan

by PAUL FOGARTY

When the ball parks and stadia were invaded by radio in the early 1920's, some ball club owners, a few athletic directors and a sprinkling of sports promoters decided it was time to settle their affairs against the demise of sports as an audience spectacle. Their reasoning was simple, direct and to the point. Said they, "When people have but to turn a dial to hear an expert bring them a colorful and vivid picture of a football game or a baseball game or a prize fight, they'll never again leave the comforts of their homes to brave the elements, buck the traffic and fight elbow wielding crowds to see sports contests again." So—what happened?

More football stadia were built during the first ten years of football broadcasting than had been built in the entire pre-radio history of the game. In Chicago where five local stations broadcast the Cubs baseball games daily, that club in 1929 established an attendance record in a park that held less than forty thousand fans, that has taken the Yankees with an amphitheatre seating over seventy thousand, 18 years to surpass. What did radio do to boxing? Well, during that same period the largest crowd of all time saw the Dempsey-Tunney affair at Philadelphia. A few months later when the same battlers met again in Chicago, the largest purse of all time was recorded. What radio did to sports was good. Very good, pal, very good.

History Repeats

Is history repeating itself?

It looks that way. The same owners, directors and promoters, or a reasonable 1948 facsimile thereof, view the television invasion with alarm. Their reasoning is the same as their 1926 prototype—only more so. A few progressive purveyors of athletic entertainment, however, are looking at television through rose colored glasses. They see television as a medium for creating new fans. Individual athletic stars can be sold to the non-sport-minded fan in such a way that the video owner will want to actually see the star from a box seat as well as from a davenport hard by a TV set. This selling of baseball stars is now being done not only on pre-game television interview shows, but also, and with considerable success, in evening video shows.

Recently on Sportsman's Corner, WGN-TV's informal chit-chat show, Roy Smalley, Cub short-stop and Hal Jeffcoat, Cub centerfielder, did a big league job in selling themselves, ball players in general and the Cub organization in particular, by the manner in which they put over their homey little act.

Demonstrates Cooking Skill

Because Smalley has somewhat of a reputation as an amateur cook, the skit opened on a kitchen scene with the Cub short-stop in cook's regalia tossing flapjacks as both boys harmonized nicely about unrequited love in the Ozarks. Between cooking, songs, interviews, and good natured banter about their diamond exploits, the two lads hit the video jackpot with their thespian effort. What good did this do the Cubs ticket office? Just this: The day after the show hundreds of letters and phone calls attested to the fact that many people were going out to the Cub Park for the first time in their lives just to see Messrs. Smalley and Jeffcoat, "the cook and the tenor," play ball.

(*Continued on page* 13)

New Feature

Beginning this week, Television Forecast will introduce a guest columnist. Each week some TV personality or newspaper critic will spin a story on Video Today. Their views will not necessarily be the opinion of this magazine.

"WHAT'S WRONG WITH WOMEN?" Absolutely nothing, judging by the rapt expressions of these three cavaliers who appeared on WBKB recently to discuss the controversial article by Rudy Vallee in Esquire. Tony Basel at the mike seems to be lost in dreams of his own, while columnist Irv Kupcinet, restaurateur Ric Riccardo and publicist Jimmy Savage are happily distracted.

Basel: "French women are the best."

Kupcinet: "French women are lousy."

Savage: "All women talk too much, but the prettiest gals are from Dallas, Texas. Except for windy days on Michigan Boulevard when it looks to me as though all Chicago women are from Dallas."

Riccardo: "We need a set of bar manners established for women. There was a time when women asked permission to sit at a bar. Now they push the men aside and take up all the room."

Basel: "American women have too much money."

Riccardo: "I still want to see a set of bar manners established."

Savage: "Now you take South American women . . . I did. They have not been spoiled."

Basel: "French women are best."

Kupcinet: "French women are lousy."

Riccardo: "I still want to see . . . well, let me give you an example of what has happened. The other day a woman came in, pushed her way up to my bar and ordered drinks for everyone in the house. She paid, too! In fourteen years in the gentle business of light wines and sprits I have never seen that happen!"

Kupcinet: "Regarding women, I have only one motto. I wish it were mine, but I must confess it is not."

Savage: "Whose is it, Irving?"

Kupcinet: "Teddy Roosevelt's. 'Speak softly but carry a big stick!"

Seriously, the four men agreed that women have come into their own as never before. They control the pocketbook of the nation, they have too much independence, and they are growing increasingly neurotic. So much so that they are making men neurotic!

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Television Forecast for

Thursday

October 21, 1948

WENR-TV Channel 7

Note: WENR-TV will not televise this date, but will return to the air tomorrow at 7 o'clock.

WGN-TV Channel 9

6:30—LITTLE BORDY.
7:00—COURT OF CURRENT ISSUES. DuMont Television Network's current events forum.
8:00—CHICAGOLAND NEWSREEL. The only newsreel for and about Chicago.
8:15—SPORTSMEN'S CORNER. Paul Fogarty presents sports news and interviews.
8:30—WRESTLING. Jack Brickhouse describes from Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree."
7:30—TOM MIX in "Miracle Riders."
7:50—TELENEWS with Jim Ameche.
8:00—THE KNICKERBOCKER SHOW.
9:00—FILM.
9:20—NEWS. "Today's World Picture."

WTMJ-TV Channel 3

4:00—YOUR COMMUNITY CHEST. Live public service program.
4:30—CHILDREN'S CORNER. Film of interest to youngsters.
5:00—LITTLE AMATEURS. With Carl Nelson. Milwaukee youngsters on TV.
5:20—A CARTOON FUN. Films.
7:00—LET'S LOOK AT THE NEWS. Headlines in news pictures.
7:15—FILM FEATURETTES.
7:25—FUR FASHION PREVIEW. Live style show.
7:30—NBC MUSICAL MINIATURES. Kinescope recording.
7:50—NBC FOX-MOVIETONE NEWSREEL.
8:00—ADAM VS. EVE. Live audience participation show from Radio City.
8:30—To be announced.
9:00—WRESTLING FROM THE SOUTH SIDE ARMORY IN MILWAUKEE.

(Subject to Change)

MRS. SINATRA, mother of the fabulous Frank, introducing a protegé, Frank Bartletta (left) to Ted Mack, genial emcee of the "Original Amateur Hour," the Du Mont Television Network program televised locally each Sunday night on WGN-TV.

Chinese Visitors Amazed By TV

A group of some eighty Chinese students, sent to this country to complete their educations by the National Catholic Welfare Conference of China, saw television for the first time when they recently visited WBKB.

Led by Rev. John T. S. Mao, the group attended a WBKB program, had their pictures taken and were breathless in their praise of the twentieth century's newest marvel.

"Television is a greater miracle than radio was in the twenties," said Rev. Mao. "It is impossible to describe the impact it made on these students from far off Nanking. For three days they were the guests of this hospitable city. They have seen all of Chicago's many wonders, but I know that television has made the greatest impression on them."

There is no television in China as yet, said Rev. Mao, and little prospect of it coming in the near future.

"CHICAGOLAND'S FAMILY TELEVISION THEATRE"

Monday, October 18, 9 p.m.
"That Hamilton Woman"
Alexander Korda Feature Film.

Wednesday, October 20, 9 p.m.
"Club Television"
Chicago's Original Video Night Club.

Sunday, October 23, 1:45 p.m.
"Football"
Purdue vs. Illinois
From Champaign-Urbana

WGN•TV CHANNEL 9

Television Forecast for

Friday

October 22, 1948

WGN-TV Channel 9

6:30—LITTLE BORDY.
7:00—FILM.
7:30—INDIVIDUALLY YOURS. Celeste Carlyle with beauty tips.
7:45—JACK EIGEN SHOW. DuMont Television Network show with the popular New York disc jockey.
8:00—CHICAGOLAND NEWSREEL.
8:15—SPORTSMEN'S CORNER. Paul Fogarty with sports news and guests.
8:30—FILM.
9:00—BOXING. Jack Brickhouse describes amateur bouts from the Madison AC.
10:45—CHICAGOLAND NEWSREEL.

WBKB Channel 4

6:45—TIMELY TIPS.
7:00—KUKLA, FRAN AND OLLIE in "Junior Jamboree."
7:30—LITTLE OTTO.
7:35—SUN-TIMES COMIC CAPERS. Uncle Mac reads the funnies.
7:50—TELENEWS with Jim Ameche.
8:00—TOUCHDOWN.
8:20—FILM.
8:30—UNDER 21. Teen-age show.
9:00—FILM.
10:00—NEWS. "Today's World Picture."

WENR-TV Channel 7

7:00—To be announced.
7:30—To be announced.
8:00—FEATURE FILM.

WTMJ-TV Channel 3

4:00—WHAT'S NEW. Ask Nancy Grey.
4:30—NBC HOWDY DOODY. Kinescope recording.
5:00—MUSEUM EXPLORERS CLUB. Public museum officials in studio.
7:00—LET'S LOOK AT THE NEWS.
7:15—PLAY 'EM OR PAY 'EM. All request musical program.
7:30—NBC FOX-MOVIETONE NEWSREEL.
7:40—FOOTBALL. Milwaukee Suburban High School Conference.
9:40—TOUCHDOWN. Film Highlights of past week's College games.

(Subject to Change)

WNBQ OFFICIALS get together on plans for Chicago's NBC video station now operating a test pattern. Above: Jules Herbuveaux, TV manager; Charles L. Townsend, operations; and Courtney A. Snell, field supervisor.

Vaudeville Clicks on TV

Vaudeville, far from being dead, is more alive than ever due to the impetus given it by television, according to Edward Sobol, NBC director-producer.

Sobol claims "Television enhances any variety program. In the old days, the intimacy so important to a variety program was lost in large theaters. With television we can put the act right in the lap of the audience."

Now the Duomar Lens!

A new lens is being introduced to television! Called the "Duomar," it differs from the Zoomar (now standard equipment on WGN-TV and WBKB) in that it has two fields of view. At present it is being used in Hollywood by the Don Lee TV studios.

Pre-Game Feature

A recommended appetizer for sports fans is served up by WBKB before each of its college and professional football games in the form of "Now I'll Tell One," a ten minute cartoon and chatter show featuring Jack Strasberg, syndicated cartoonist and Ned Becker, well known vaudeville artist.

Strasberg draws the cartoons while Becker fills in the details in his own inimitable way. "Now I'll Tell One" precedes home Notre Dame games at 1:35 p.m. and the Rockets home games at 8:17 p.m.

WTMJ-TV Joins ABC Network

WTMJ-TV, a Metropolitan class station in Milwaukee, Wis., recently affiliated with the American Broadcasting Company's television network. Owned by the Milwaukee Journal, WTMJ-TV began commercial television operations December 3, 1947 on Channel 3 and is now interconnected from Chicago with ABC's mid-Western television network.

Fogarty Writes . . .

(*Continued from page* 8)

Video Adds Fans

Television "Progressives" such as Phillip K. Wrigley, President and owner of the Chicago National League Baseball team, are carrying the video torch. They believe that televised ball games and all sport television shows, well done, will create new fans and new business. They also feel that even at its best, television will never take the place of a seat in the grandstand or the stadium, and to that all television people agree. There is no such thing as "just like being there," they say. Radio never supplanted a seat on the fifty yard line but it did send millions of new fans to the country's new stadia in quest of that favored seat. Television seems destined to do the same thing only in a bigger and quicker way. It's fast selling sport to "new people" and that after all is what makes new business.

Television Forecast for

Saturday

October 23, 1948

WBKB Channel 4

7:45—TIMELY TIPS.

8:00—WESTERN FILM. The Lone Rider in "Texas Justice."

9:00—FILM SHORTS.

9:30—NEWS. "Today's World Picture."

WENR-TV Channel 7

8:00—SKIP FARRELL SHOW.

8:30—STAND BY FOR CRIME. A mystery drama.

9:00—SUPER CIRCUS. A show under the "big top" for young and old, from ABC Civic Theater.

WGN-TV Channel 9

1:05—FILM.

1:15—CHICAGOLAND NEWSREEL.

1:30—GRANDSTAND QUARTERBACK. Pierre Andre conducts interviews from the field.

1:45—FOOTBALL. Purdue vs Illinois. Hal Totten and Bill O'Connor describe the grid classic from Memorial Stadium, Champaign-Urbana.

4:00—FOOTBALL SCOREBOARD. Bil Evans with all the grid scores around the nation.

8:00—CHICAGOLAND NEWSREEL.

8:15—WRESTLING. New York bouts by way of the DuMont Television Network.

9:45—CHICAGOLAND NEWSREEL.

WTMJ-TV Channel 3

1:45—FILM FEATURETTES.

1:55—FOOTBALL. To be announced.

4:30—THOSE KEEN TEENS. Teen-age variety show.

7:00—LET'S LOOK AT THE NEWS. Highlights of day's events.

7:15—TRYOUTS FOR TV. Amateur show.

7:50—NBC NEWSREEL.

8:00—ABC SKIP FARRELL SHOW from Chicago.

8:30—ABC MYSTERY QUIZ from Chicago.

9:00—ABC SUPER CIRCUS from Chicago.

(Subject to Change)

Television Forecast for

Sunday

October 24, 1948

WENR-TV Channel 7

7:00—DOLLARS AND SENSE. Au audience participation show.
7:30—FILM SHORTS.
8:00—UNTITLED. Suspense Drama.
8:30—WHAT DO YOU THINK. "Great Books" discussion.

WGN-TV Channel 9

6:30—CHICAGO TRIBUNE COMICS. Walt Newton reads the comics.
7:00—ORIGINAL AMATEUR HOUR. Ted Mack is emcee of this popular DuMont Network show.
8:00—CHICAGOLAND NEWSREEL REVIEW. Highlights of the week's news.
8:10—CROSS QUESTION. The realistic studio presentation of a fictional courtroom trial.
9:00—STARS OF TOMORROW. Popular WGN amateur show televised as it is being broadcast.

WBKB Channel 4

1:45—NOW I'LL TELL ONE.
1:55—FOOTBALL. Soldier Field—Chicago Rockets vs. Brooklyn. Joe Wilson announcing.
6:30—FORD THEATER.
7:30—FILM.
8:00—TELENEWS.
8:30—FEATURE FILM.
10:00—FILM.

(MORLEY BURTEEN CARTOON)
"There was a time when she didn't have a friend—Now look! How Come?"

Editor's Report . . .

(*Continued from page* 3)

We have on many occasions referred to television as a young giant which is now undergoing many changes and improvements. Mechanically we are experiencing miracles in electronics—the improvements and perfections which raced ahead so fast it caught television-minded people off guard. Now, for a short time, we must allow former radio personnel and new people with new ideas to stage new productions, to recruit new talent, new faces for the most critical audience in the world—TV.

TV TOPICS—Harry C. Hempstead of Elgin wonders why midget auto racing is not a regular video feature. The answer is: auto racing is not a regular feature at Soldier Field. It has a season, which was fairly well covered by WBKB this year . . . One of the most interesting letters received to date comes from *H. C. Spencer,* director of technical drawing at Illinois Institute of Technology, who writes: "We are very enthusiastic over television. To us, it is truly the wonder of the age. Although the programs are often poor, we usually enjoy them anyhow. We like the informality. We enjoy seeing people act naturally, fumbling for ideas or ways to express ideas, making slips of the tongue and grammatical errors. We are fed up with the canned stuff given over the radio in elocution style" . . . He continues, "On the whole, we do not regard the average wrestling we see on TV as suitable to be brought into the home, though it may be just right in the saloon" . . . "We are surprised at the poor amateur talent attracted by the excellent prizes on the Knickerbocker show," he concludes . . . *Mr. H. Sterling of Chicago* wonders why a lack of programs exists in the afternoon hours . . . This is not an FCC rule, to scotch his guess, but a lack of sponsors to buy this time . . . It is believed with additional stations, and additional telereceivers in the Chicago region, viewers will soon have as many video hours as we now find on radio.

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"Could this be one of your troubles, Ma'am?
There's four more in here."

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